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## TomTom hits the Cloud

*~ In-car navigation experience seamlessly extended to devices outside the car ~*

**Detroit, Michigan, 3 June 2015** – TomTom (TOM2) today announces that it now enables car manufacturers to seamlessly extend the user experience from their in-dash navigation system to the digital world beyond the car. Smartphones, tablets, wearables and laptops can automatically sync with the car system, wherever end-users are.

This whole connected navigation experience is powered by future-proof cloud-based components, designed to be used by developers of embedded systems, mobile apps and web portals for the automotive industry. These modular components enable seamless navigation across different devices, all within a consistent OEM-branded universe. For example, pre-trip planning on a website, departure warnings on a wearable device and last-mile navigation on a smartphone can automatically synchronise with the in-car navigation system to offer a more personalised experience.

"We're delighted to announce that we now allow car makers, developers and third-parties to extend the reach of embedded navigation systems", said Jan-Maarten de Vries, VP Automotive Product Marketing at TomTom. "With TomTom's world-class technologies, OEMs can now offer a compelling, branded navigation experience on user devices."

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